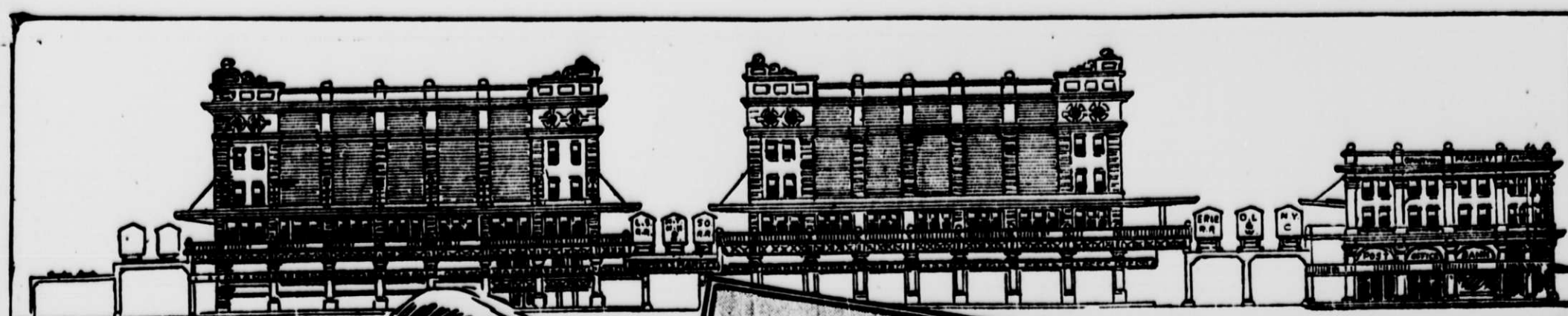


WORLD'S FINEST MARKET PLANNED FOR NEW YORK



NEW GANSEVOORT MARKET
WEST SIDE, NEW YORK CITY

A Five Million Dollar Up to Date Structure Proposed to Meet the Changed Needs of the City—West Washington and Gansevoort Markets Would Be Wiped Out and Consumers and Dealers Would Benefit

If the old Gansevoort and West Washington markets are to give way to the demands and needs of the Dock Department, as seems probable, and if the recommendations of the City Club and kindred organizations which have been studying the question of markets are favorably received by Mayor O'Connor, New York will have one of the largest, best equipped municipal markets in the world, far surpassing any of those abroad from which ideas for its construction have been taken. The plans for the new market recommended by the market committee of the City Club are shown in detail in the accompanying sketches.

It is proposed to erect a six story building upon foundations which will admit of indefinite additions in height as required, and the site embracing some five blocks which has been selected, about one block east of the present market location, will allow for expansion as the needs of the city increase. Besides ample space for all the prospective tenants and cold storage chambers which will be leased to wholesalers, an area is to be reserved for farmers' wagons.

Of foremost importance are the truckage facilities which are to be provided, and which in connection with the marginal railway, of whose desirability the committee is convinced, will make it possible to unload several thousand cars of produce every day with the minimum of exposure to unrefrigerated air, and with a saving of labor insured by chutes and trucking platforms. In another part of the extensive building the plans call for a bank, restaurant, hospital, telegraph office, barber shop and sundry other business establishments for a bustling market quarter. No detail has been overlooked.

Several factors have combined to bring the question of a city market to the fore at this time. Dock Commissioner Calvin Tomkins recently called the attention of the city authorities to the fact that several transatlantic steamers over 600 feet long were in course of construction, and that no pier sufficiently long to shelter them were available. In many other respects the Dock Department is crowded for room, and there are at present about thirty applications upon the department's waiting list.

New Market Plan Urged.

The site of the West Washington Market extending along the water's edge for about 400 feet is the only plot of land on the North River south of Sixtieth street which is not already used for piers. As the market does not make use of its docking privileges the Commissioner recommended that this area immediately adjoining the Chelsea docks be turned over to his department for the use of the monster steamships. This action was made possible a few weeks ago by the passage of the Pollock bill, in which the Legislature authorized the Commissioners of the Sinking Fund of the City of New York to assign to the Department of Docks the West Washington Market site when certain provisions were complied with.

About this same time Cyrus C. Miller, President of the Borough of The Bronx, who had been studying markets in connection with the high cost of living problem, sent a long letter to the Mayor in which he recommended the establishment by the city of public markets after the methods followed in Europe. As he pointed out, the removal of the West Washington Market offered an occasion for the adoption and trial of a new plan, and he suggested that a commission be appointed to investigate the situation.

The Mayor thought well of the idea. The commission, however, has not yet been appointed because the State Food Commission was then at work on a similar inquiry. In the meantime, the market committee of the City Club, with the assistance of Borough President Miller, Dock Commissioner Tomkins and William Church Osborn, chairman of the State Food Commission, has worked out after careful study an elaborate scheme which the committee is ready to submit in detailed fashion.

Laurence L. Driggs, a lawyer, of 185 Broadway, chairman of this committee, went over the mass of material relating to the subject, which he has collected here and abroad, with a view to preparing and outlining the proposal for a city market which will be made by the City Club.

"When the City Club first began to look into the situation," said Mr. Driggs, "the question which faced the Sinking Fund Commission was this: It was obliged according to the provisions of the bill permitting the transfer of the land used for market purposes to the Dock Department to acquire first an equal area in the Ninth ward and to improve it suitably for a public wholesale, meat, poultry, produce and dairy products market. Its problem was: Where are you going to put the new market, and what kind of a market will it be? We undertook to find the solution."

Present Tax on Consumer.

"Early in our investigation the absurd and shameful market policy of this city

was revealed. The penalty which every consumer is paying for the awkward handling of our foodstuffs is preposterous and the spectacle of New York city thirty years behind the times in providing large wholesale markets for the businesslike distribution of its food supply is humiliating. For instance, we found that it had been costing \$12,000 annually to sweep out Washington Market.

"William Church Osborn estimates that the wanton waste in our present methods of distributing these supplies amounts to more than 5 per cent. of the cost of the produce. Adding to this city's population of five million the transients and those for whom the steamship and railroads draw a food supply we may say that six million people are yearly provided for here. At an average weekly consumption amounting to \$3 a week for each individual, or \$150 a year, it can be seen that New York spends roughly \$900,000,000 annually for food. A saving of 5 per cent. represents the tidy sum of \$45,000,000 a year. How could we save it?"

"Here further investigation showed us a surprising lack of expert advisers. Few men, if any, knew or cared about the extravagant expenses and multiplied middlemen necessary in the primitive manner of distributing our daily food supply. Many organizations have been formed to protest against the high cost of living. Many individuals have been striving to reduce by means of cooperative schemes their own monthly food bills. But no unselfish, scientific plans had been urged to remedy the intolerable situation at large, until Borough President Miller suggested a new market policy.

"Certain it is that the old methods have been outgrown. The housewives all over the civilized world are abandoning the old custom of marketing with basket on arm from the farmers' wagons or in the city market. In proof witness the failure and disappearance of all the retail markets of every important city within the last twenty-five years and the present day purchases by the wholesale merchants of the entire contents of the farmers' wagons.

"The causes of this change in market customs are manifold. The extravagance which is the curse of American life; the increased social activities of women and the resultant revolt from the drudgery of housekeeping; the availability of the telephone and the delivery wagon; the growth of cities which has placed the centre of production further from the consumer—all these things have combined to drive out the old custom of direct buying and to create an economic waste by adding the middlemen, with their profits and expenses, which add 15 or 20 per cent. to the cost of each product handled.

"When the housewife began to buy her supplies by means of the telephone and delivery wagon the producer lost her trade and he sold to the wholesaler instead. He no longer drove his wagon to town with produce but waited for some one to come to him and buy. Our present system developed.

Three Remedies Proposed.

"The travelling commission buyer came along and he bought the farmer's crop outright. Soon he found that he couldn't store all the produce he bought and the district wholesale buyer was born. He bought all the produce in the county or district or State from the various travelling commission buyers. This produce he could send to the city in carload lots, and incidentally with the convenience of his brethren could pretty nearly control the selling price of these carload lots.

"In due course these carloads are unloaded along West street here, and at 2 o'clock in the morning from 500 to 1,000 tons of produce are piled up at bargain and sale their requisite amount of this produce. Of this transaction our committee was an interested witness one wet night not long ago.

"At 5 o'clock of the same morning the retail grocery and market men assemble at the respective wholesale headquarters to which the produce has been carted and there make their morning purchases. By 7 o'clock the food for the day has been

carted to their establishments, and there our wives repair—or telephone—for their day's supply and incidentally pay for six expensive steps between producer and consumer, half of them unnecessary under a properly contrived scheme of distribution.

"To find the remedy for these conditions we had recourse to discussion among the individuals and associations directly interested. Expressions of opinion were drawn from the 400 tenants of the West Washington market, many of whom do more than a million dollars worth of business every year and have altogether an investment of nearly half a million in fixtures and improvements which the city would propose to wipe out without compensation to them.

"The interests of the Gansevoort Marketmen Association had also to be consulted. It comprises some 500 wealthy wholesale merchants engaged in business in that vicinity, and any considerable change in the location of the wholesale market district might ruin them. From the newly formed State Cooperative Society, with delegates from all the farmers' granges and associations in the State, we got the point of view of the up-State producer, who with the consumer has a grievance against the middle man. Borough President Miller and Dock Commissioner Tomkins gave their assistance. Out of our common counsel we have formulated these three definite recommendations.

"1. The erection by the city of an up to date market building upon the area bounded roughly by Greenwich, Bethune, Washington and Little West Twelfth streets, comprising five blocks and lying about one block east of the present Gansevoort market.

"2. The construction of the long proposed marginal railway along West street under some arrangement with the New York Central, which owns the franchise, that would protect the other roads bringing produce into the metropolis.

"3. The creation of a city department of markets.

Cost Would Be \$5,000,000.

"The assessed valuation of the five blocks selected by this committee is about \$2,000,000. The city has the right to acquire this property without the usual condemnation proceedings. The owners are entitled to 60 per cent. of the assessed valuation of the land within thirty days after title is taken by the city, and the balance is to be determined by proof of the fair value.

"The Dock Department now has a fund of some \$5,000,000 that can be drawn upon to buy this land and to construct the market building under the head of increasing terminal facilities. The cost of the market building which we propose is under \$3,000,000. The income returned to the city from rents and franchises will amount to over 10 per cent. net on the amount invested.

"The entire Atlantic seaboard as well as New England and the State of New York pour great streams of food supplies daily into this city, which keeps only about one day ahead of the starvation point. Each day the supply is exhausted, each night the new supply comes in. This food must all pass through the small end of the funnel when it is unloaded at the West street docks.

"The congestion there on the narrow eighty foot piers with cars unloading on either side prevents a truck from hauling away more than one load a day. The cost for hauling a ton under such conditions is about 40 cents. Many trucks stand in line for six hours idle, which idleness in each case represents a loss of about \$3 to the consumer. At the same time the car fleets which are being unloaded are blocking the piers, which are loaded for transatlantic ships.

"These cars should be placed upon an elevated railway at some uptown point and sent directly to the central market or to private warehouses and there unloaded. The cost of handling freight at the piers would be removed and the blocking of West street avoided. At present there is a total of 1,700 cars a day crossing the Hudson River from New Jersey. The proposed market in connection with the marginal railroad will have facilities for handling 5,000 cars in every twenty-four hours. And where the West Washington and the Gansevoort markets combined have an area of 280,000 square feet, the new market will have 1,000,000 square feet, exclusive of the space reserved for allied activities and for farmers' wagons.

"The market would be supplied with cold storage facilities, and piped for connection with a cold brine supply as a building is fitted with pipes for gas and water. The right to furnish cold brine for refrigeration may be given by franchise, as is now provided. Of the cold storage produce, such as eggs, chickens and milk, huge quantities are now spoiled in the removal from refrigerated car to warehouse. The city market building would be equipped with covered chutes by which the chilled product could be almost instantaneously shifted from car to storage room.

"Auctions of Food, Meats.

"Adequate elevator systems would be provided so that the half dozen loft stories might be rented and become the source of a good income to the city. A hospital, restaurant, bank, telegraph office, barber shop and sundry other businesses would be accommodated within the market and suitable plans made for their convenience.

"Licensed auctioneers would be appointed who would be under the supervision of the Department of Markets, as indeed would every detail of market control. These auctioneers would sell daily

at public auction all the various foodstuffs that came in daily from the farms. Upon their sales they would be entitled to a fixed percentage, say 5 per cent., the balance being forwarded to the consignee of the produce. All grades of produce, as long as it is fit for eating, can be disposed of in this way as in the celebrated markets of Lyons, France. The very poor are thus able to buy more for their money and the producer gets something, if not much, for all his produce.

"Of course, the marginal railway is not a new issue. This central market scheme is simply a new factor in support of its desirability. For a sum under \$10,000,000 it could be built from Sixtieth street to Cortlandt, along the river front. And as was done in Antwerp, the elevated structure could be made ornamental rather than disgusting to West street, most of whose length it would traverse.

Reaching Little West Twelfth street.

"The line would swing eastward for several blocks, with branch lines running through the area given over to the market along Washington, New Market and Greenwich streets, as shown in the plan here reproduced. These branch lines would be reunited on Bethune street and join the main line again at the intersection with West street. In this way there would be a constant uninterrupted circulation of traffic, as would not be possible with spur tracks and sidings, liable as they are to congestion and blockade.

Would Benefit Producers.

"We recommend, therefore, that a commissioner of markets be appointed and that his department be equipped to take authoritative control of the various factors in the market problem. There is no matter in our every day life of vaster importance than the supervision and economical conditions in the daily food supply, given the high cost of living can be materially reduced through governmental control of the conditions of sale.

"We have now in our possession a fairly complete list of the producers in New York State who are sending food supplies to this metropolitan district. A department of markets should advise every one of these producers that the city of New York desired to cooperate with them in the marketing of their produce.

"Instead of its rotting on the ground it might be sold direct to the consumer here if information of quantity, quality and price were sent to the department. Daily bulletins of this information could be made public and steamships, hotels, clubs and the corner grocery would be able to order direct from the producer. A corresponding reduction in the general market price would ensue.

"The farmer is not a business man, so he does not know how to meet the consumers' demand when the middleman refuses to buy the surplus produce. On the other hand the consumer does not know where he can buy his produce direct. A public department would bring them both together.

"For instance, the hotels of the city could learn through the department that the Farmers Grange of Columbia was able to furnish daily 100 barrels of extra fine apples at \$2 a barrel at a time when the quoted market price here is \$1. The small grocers likewise who cannot buy these apples from the middleman for \$2 will be able to send direct to the farmer. In short the middleman can thus be eliminated occasionally until by the perfecting of the system he may be permanently eliminated.

"A department of markets could recommend laws compelling produce to be marketed, and sold according to grade and quality and other laws specifying the size of barrels and crates.

"Once we have established an authoritative municipal department in control all the cries of distress from both producers and consumers, all the suggestions that various students of these problems have to offer, will be collected there. Some will be barren of relief, some pregnant with feasible ideas. Out of the whole lot a future policy may be framed, simple, economical and fair to all classes."

FARMERS GETTING READY
TO DISPLAY PRODUCE AT GANSEVOORT
MARKET.



FRONT VIEW WEST WASHINGTON MARKET
SOON TO BE RAZED.

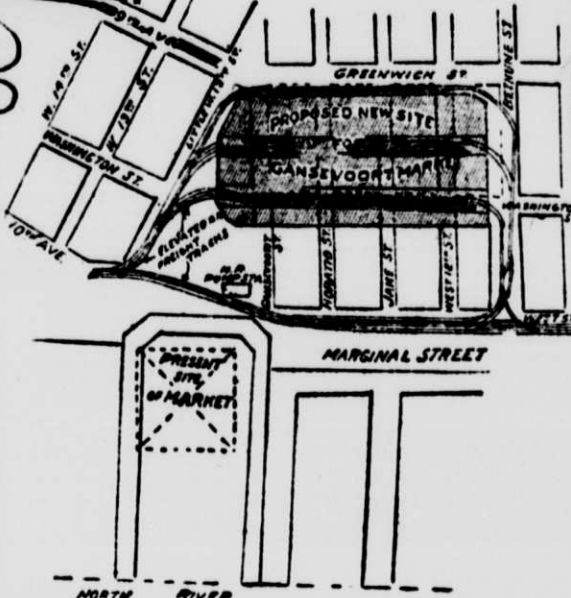
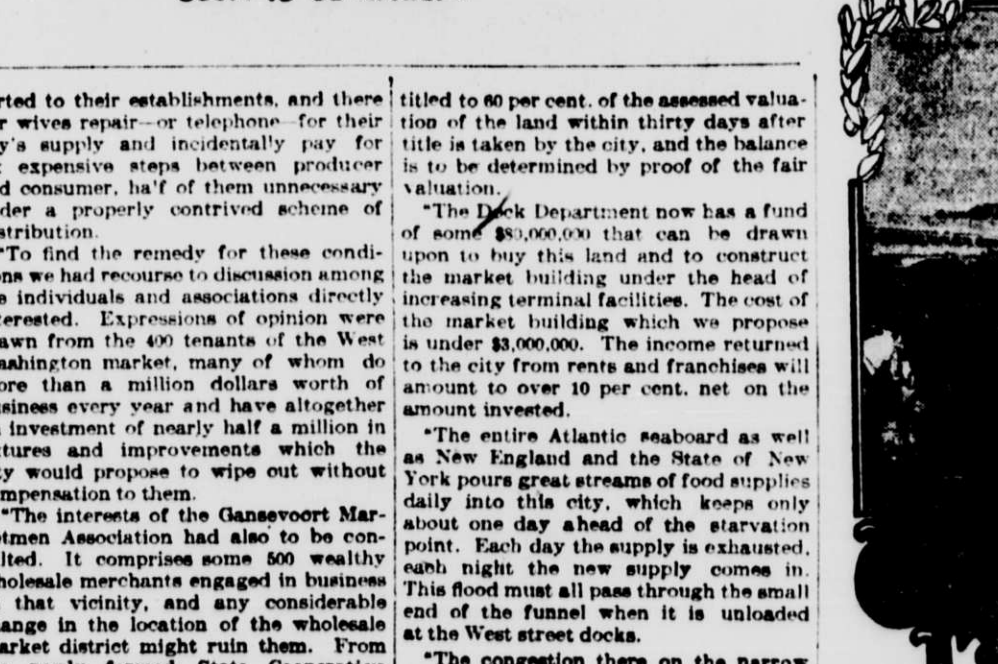
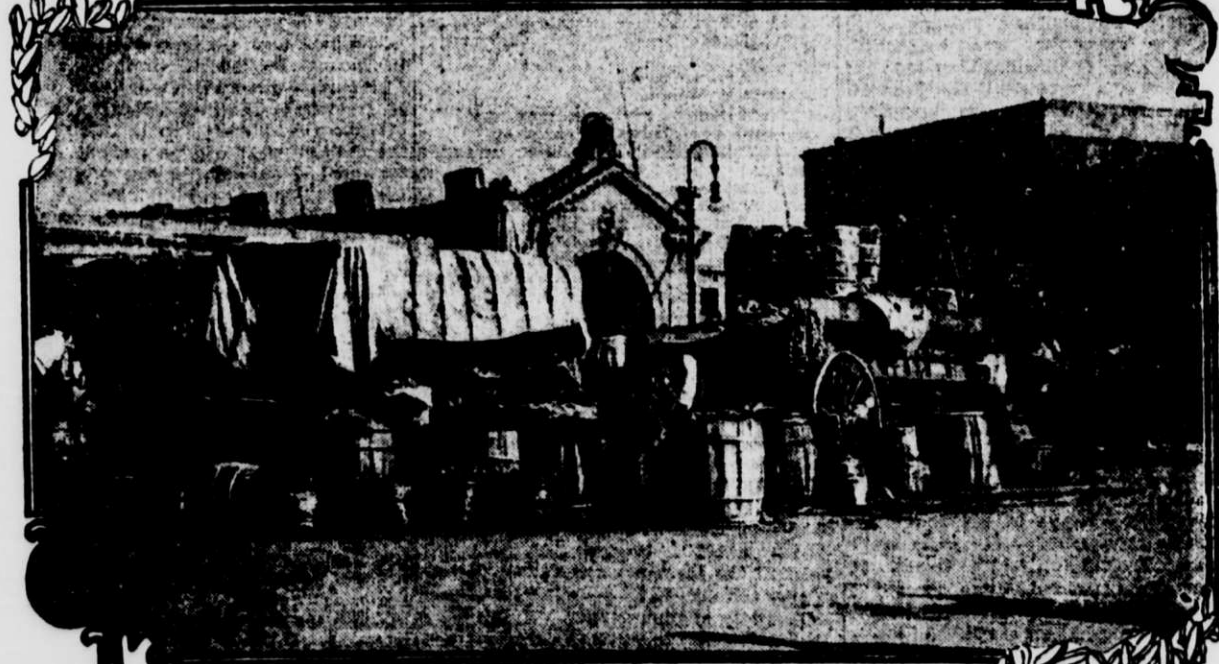


DIAGRAM SHOWING THE OLD AND NEW SITES
OF GANSEVOORT MARKET NEW YORK CITY, 1912.



TRUCK EXPOSED TO COLD, RAIN AND SUMMER SUN AT GANSEVOORT MARKET.



ENTRANCE WEST WASHINGTON MARKET NAMED
AFTER MAYOR HEWITT.



LAWRENCE L. DRIGGS,
CHAIRMAN OF MARKET
COMMITTEE OF THE CITY CLUB

LORD MAYOR'S COCKED HAT PRESERVES TRADITION

A curious survival of mediæval custom is witnessed in London every Lord Mayor's day. This is an official visit of the Lord Mayor to the law courts.

In other days the sovereign himself awaited at Westminster the coming of the Lord Mayor in a chariot of state, with a sword bearer, mace holder, chaplain, and gorgeously liveried coachmen and footmen. The forms have been changed, and the visit is now paid to the High Court, but the spirit of the act remains, for the Lord Mayor opens his term in the Mansion House with a ceremonial involving recognition of the supreme authority of the Crown.

The instrument used for expressing this traditional idea is an old fashioned cocked hat. When the Lord Mayor, in his robes of office, enters the High Court with his retinue in costume he solemnly

lifts his cocked hat three times from his head and salutes the Lord Chief Justice and the Justices.

The Judges wear robes and wigs when in court. For Lord Mayor's day they have also a flat black cap which can be slipped over the top of the wig. The Lord Chief Justice and his associates return the Lord Mayor's salute graciously, but they do not take off their black caps. Were they to do this they would place the Crown upon a level of equality with the municipality. They greet the Lord Mayor without uncovering their heads and the principle of the supremacy of the Crown is safe.

The Lord Mayor with his retinue subsequently visits the Judges in other courts, to invite them to the Guildhall banquet. When the rustling noise of the procession is heard each Judge fumbles in a drawer,

pulls out a little square of black cloth, and crowns his wig with it. The Lord Mayor takes off his three cornered hat by which the Justices on the bench bows but remains covered.

In all this display of cocked hat and black cap is preserved the ancient tradition of the supremacy of the British Crown.

Seafaring Races.

From the Indianapolis News.

The portrait of Capt. Amundsen shows a certain likeness to U. S. sailors. Both have in a marked degree the long narrow skull of the Vikings. It is a curious circumstance that the seafaring races, whether on the Baltic or on the Mediterranean, have this type of head, while the inlanders of Europe are predominantly of the broad headed Alpine sort.

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